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## FLAGSTAFF, PROSPEROUS, GROWING METROPOLIS OF NORTHERN ARIZONA

Review of the Wonderful Progress Made During the Past Few Years and Showing the Opportunities for Creating A "Big Town" for Northern Arizona

Snugly nestled at the base of mighty mountains whose crests are never without snow, protected from the elements, in the heart of the greatest pine forest in the world, Flagstaff has become justly famed far and wide as the rendezvous of the tourist, the health seeker and those "looking for a location."

Flagstaff citizens, drawn from every state in the Union, are progressive, alive to the possibilities afforded by the wealth of natural resources at their very door and are ever ready to extend the hand of welcome to the "stranger within the gates" who comes to Flagstaff to pursue some legitimate calling.

While comparatively young in the galaxy of American municipalities, Flagstaff as a city has passed the pioneering stage and is now, according to the opinions of conservative citizens, on the high road to its logical destiny, namely, the metropolis of Northern Arizona to which its ideal location, its ready accessibility from all parts of the state and its matchless resources at its very door entitles it.

At the present time Flagstaff is the leading city on the main line of the Santa Fe railroad and the inevitable growth of this part of Arizona will reflect itself in the expansion of the city.

Flagstaff is hide-bound by no moth-eaten traditions such as hinder the growth of Eastern cities. Its citizens look only to the common welfare in adopting plans to further the growth of the municipality and no "catch penny" devices have been employed to "boom" the city. The people realize that in order to make the growth of the city certain and along the right lines, that misleading and erroneous information must be tabooed.

In brief, the city's chief reliance at the present time rests upon the great forest in which it is situated and the ideal climate of this part of Arizona which is never too cold and which in the summer time is cool and refreshing when other parts of the country are sweltering in heat. The nights are always cool and the days are at times warm but never oppressively hot and disagreeable. The snow-clad San Francisco Peaks always give a sense of coolness to the dwellers in the valleys below.

Looking into the future, it can be said without exaggeration that Flagstaff always will be a substantial business city. The two sawmills on the outskirts of the city have an ever available supply of timber to keep scores of men at work and provide a magnificent payroll for the workers. As a distributing center, Flagstaff assumes importance according to the growth of Northern Arizona. At the present time a large wholesale business is done and this is bound to increase many fold in the not distant future.

The possibilities of Flagstaff as a summer resort are beyond the imagination. Its growth in this regard has come without any artificial stimulus so far and its fame as a health resorting locality has been spread largely by those who have actually lived here and experienced its benefits.

Flagstaff is the nerve-center and natural supply point for a country unrivaled in the diversity of its resources. In addition to the great forests whose exploitation insures a permanent and substantial industry to the city, the great mountains surrounding it and which extend for

miles and miles afford ranchers an invaluable feeding ground for sheep, cattle and horses.

The stock interests of Coconino county run into valuations of millions of dollars. The territory of the county is peculiarly adapted to profitable raising of stock and the varied altitudes of the numerous peaks and mountains are suited to the easy moving of stock at the proper seasons and permit them to go from high to low altitudes according to the season and without any extra cost to the owner. Hundreds of ranches are scattered over the fertile slopes of the mountains and in the valleys dry farming has been undertaken to a small degree. Dry farming is as yet in its infancy in the county but it is certain to increase.

Flagstaff is blessed with a few communities with a wholesome water supply, owned and operated by the city. The water is pure, always fresh, cool and sweet and imbued with health-giving properties. Typhoid fever is practically unknown in Flagstaff and no illness can be traced to the water. The cost of water to the consumer is low and the distribution is efficiently managed.

Every convenience which modern invention has developed and every activity, educational, social, fraternal, religious, commercial and financial, finds expression in some form in Flagstaff. The schools of Flagstaff and Coconino county are among the best in the state. Every important fraternal order has a lodge in Flagstaff and the principal religious denominations are represented. The social life of the city is active and is aided largely by the fact that Flagstaff is the seat of the Northern Arizona Normal school whose professors and students take an active part in the social life of the community and do much to help carry on local religious and social enterprises. The city has two substantial banks whose good offices are extended not only to the people of Flagstaff but along the whole main line of the Santa Fe between San Bernardino and Gallup, making Flagstaff the financial center of a great, rich and growing country.

The city has acquired quite an importance to the inhabitants of this world on "Observatory Hill," to the west of the city, is the Lowell Observatory, owned by Dr. Percival Lowell of Boston, Mass. Much valuable scientific data has been obtained at this observatory and the results have evoked the greatest interest among astronomers the world over.

When "Halley's Comet" became visible to the inhabitants of this world several years ago, the Lowell Observatory at Flagstaff was the cynosure of the country and reports from it were eagerly looked for from all parts of the world. The Observatory is fitted with the latest apparatus for the study of heavenly bodies and as a result hundreds of visitors to Flagstaff are thrilled every year on their visit to this mecca of astronomy by the vista of the wonders in the heavens which are forbidden to the naked eye but entirely plain through the powerful lenses of the Lowell Observatory.

Hundreds and hundreds of tourists have marveled at the scenic beauties surrounding Flagstaff. Volumes and volumes have been written by able writers who have become enthused to the point of frenzy over the panoramic vista to the sightseer in Flagstaff. And their delight and wonder



Winter Scene—San Francisco Peaks

at Nature's beauties has not been in vain. Nowhere on the American continent can any municipality boast of the superb scenery at its very doorstep.

World-wide for fame is the Grand Canyon of Arizona. From the remotest parts of the earth have come travelers to see this wonderfully wrought art of nature. Its magnificence has thrilled the hearts and minds of thousands of people, its marvels have been immortalized in song and story, and yet it is only 70 miles from Flagstaff which apparently is the base ordained by nature for the approach to this masterpiece of natural wonders.

Mystery after mystery enralls the tourist on his journey to the Grand Canyon from Flagstaff. He is enchanted as never before. His mind is elevated by the wonders wrought by an unseen being until he reaches the Grand Canyon where wonder gives way to awe and awe finally to reason.

From Flagstaff to Grand Canyon, one may see the Painted Desert whose sands number more colors than the rainbow. A magnificent forest of tall pines whose majesty defies description is among the other thrills to the tourist. The constantly changing scenery, commonplace to the Arizonan but new and marvelous to the sight-

seer appear in ever changing variety.

Sunset Mountain, which can be seen plainly miles from the base, give the tourist on his journey to the Grand Canyon a view which first amazes and then captivates him. The mountain appears as a gorgeous sunset at day-time but wonders never cease. Just at the foot of this freak of nature, lies another freak, the ice caves. From time when the earliest settler recalls not to the contrary, the walls of these caves have been frozen solid ice. Nature's wonders are too inscrutable to inquire the reason why these caves are ice through hot and cold weather and never melt.

The trip to the Grand Canyon is not complete unless the tourist tarry at this point and climb Sunset Mountain. The trip is not in the nature of a trip through the mountains on a Pullman but to the tourist whose days have been made weary by long train journeys, the relief of walking afoot comes as a welcome relief. At the top of the mountain whose sides can be ascended without discomfort, the first sight one sees is the volcanic ash which is the product of an extinct crater.

The view here is magnificent. On all sides lie vistas that are beyond the realm of the painter. The Painted

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## FLAGSTAFF'S BUSINESS INSTITUTIONS ARE ALL PROGRESSIVE AND RELIABLE

No Town in the State Offers Its Citizens Such Ample Trading Facilities. All Business Houses are Especially Noted for Courtesy and Efficient Service

No trip to Flagstaff would be complete without a visit to the great Babbitt Brothers' store. Department stores in other parts of the country may sell pretty nearly everything but Babbitt Bros., sell everything. At their store you can buy the smallest article or the largest and most expensive. In addition to groceries, dry goods, Indian curios, furniture, coal and a thousand and one other things, they operate a garage where Ford and Hupmobiles are sold, a livery stable, meat market and if they can't supply your needs, no one in the country can. The Babbitt Brothers have been in Arizona since the early eighties and have grown up with the country. They have always shown a genuine interest in the welfare of the community and are always ready to lend their aid to its upbuilding. In addition to their Flagstaff store, they operate stores in Holbrook, Winslow, Williams and Ashfork and have extensive ranch, sheep and cattle interests.

### Lumber Mill

Without a payroll to depend upon, any municipalities face an uncertain future but happily Flagstaff is fortunate in this respect owing to the location of the mammoth mill of the Arizona Lumber and Timber company on the outskirts of the city. The company manufactures native pine lumber and is one of the chief industries of Flagstaff. The company is progressive and any movement designed to make Flagstaff bigger and better or to improve Coconino county always meets with support from this quarter.

### C. A. Clark and Company

A clothing store having a very complete stock and one that appeals to men of every taste is that of C. A. Clark & Co. The store has been established for a long time and by right dealing and fair prices has won itself firmly into the good graces of the fastidious as well as ordinary buyer of men's clothing. A full line of shoes is carried for baby, brother, sister,

father and mother in addition to men's accessories of every description.

### Crawford and Borum

A store which does general merchandise business and has made itself felt strongly in the meat market of Flagstaff is the store of Crawford & Borum. The firm has been established for a long time and the members of the firm are alive to the latest "wrinkle" in merchandising. In supplying the people of Flagstaff with meat, the firm has taken a commanding position.

### Garage

The Northern Arizona Garage has the advantage of a fireproof building, modern accessories of every description and a full line of good automobiles to sell. The company has its garage just across the Santa Fe station and within easy reach of all who want to rent a car at reasonable rates. By fair dealing the company has won for itself an enviable reputation among the motor companies of the state and by its large investment in Flagstaff shows its faith in the great future for the city and county.

### Clothing Store

Belief in the theory that clothes make the man and keep him cool or warm according to the season of the year, has lead C. A. Black, proprietor of the Dresswell Shop store to invest in a large and complete stock of men's clothing. He has a store full of the latest men's clothing and in fact all things demanded by men. Mr. Black keeps posted on the latest style so that his patrons can secure the latest in clothes at the same time they appear in New York or Chicago.

### Banks

Flagstaff has two banks of which the citizens are justly proud. Both of them are well-established and have pursued a policy of not only confining themselves to strictly banking business but have taken real interest in the progress of the town.

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## NORTHERN ARIZONA NORMAL SCHOOL PRIDE OF FLAGSTAFF AND ARIZONA

Although Comparatively Young This Institution, Under Able Management and Good Business Administration, Has Developed a Perfect Efficiency

Foremost among the states in providing the means whereby the young men and women can obtain a higher education at a cost within the ability of practically every ambitious student, stands Arizona and no institution under its protection has fared more liberally than Northern Arizona Normal School, located at Flagstaff, an institution which under wise and efficient management has taken a commanding position in the "Great Southwest."

Founded in 1899, the Northern Arizona Normal School has, in a little over 15 years, more than justified the aims of its founders and now enrolls students from every county in Arizona and a few from other states.

As a public institution and one not operated for profit but simply as a means of enabling worthy men and women to obtain an honorable livelihood as well as adding to the culture of the people of the state, the cost to the student has been reduced to a minimum and no invidious distinctions are made between the rich and poor. All have an equal chance.

To President Rudolph H. H. Blome, second and present president of the school, is due credit for the high standing which has been attained by the institution. An untiring worker, a big-hearted man in every sense of the term—one who can soothe out the troubles and difficulties of the student—President Blome has the confidence of students and faculty as well as of the people of the state and all have easy access to his counsel and advice. President Blome has the aid of an efficient faculty and the high standing reached by the graduates of the school in the communities in which they now live, is an eloquent testimonial to the value of the instruction imparted at the Northern Arizona Normal school.

### Cost is Low

With the average youth or young maiden who dreams of a "higher education," the cost is the first item taken into consideration. This burden to the student or his parents is lighter at this institution than at any other school of its kind in the country. Three commodious dormitories—one for the boys and two for the girls—which have a distinctive home atmosphere, are provided for the students as well as a dining hall, where good wholesome meals are served.

The cost to the student for these accommodations is only \$4.50 per week, which, it can readily be seen, is really very low. A very nominal tuition fee of only \$5.00 is charged so that the student's school expenses, including books, will not exceed \$250.00 for a term of 46 weeks which includes the summer term. There are at the present time 12 students who are earning their way through the institution by waiting on table, washing dishes and doing other odd jobs which take only a part of their spare time.

Individual care, combined with the greatest freedom within discreet bounds are two of the advantages enjoyed by those attending the school. The faculty is large enough so that the classes are not unwieldy and every student comes under the personal eye of the instructor—a most valuable adjunct to proper education.

### Fine Dormitories

The great majority of the students take advantage of the fine dormitory facilities offered on the grounds and reside there during the school term, while others prefer to live in the town and are permitted to do so although they are at all times under the discipline of the president and faculty of the school.

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The dormitories on the campus of the school are presided over by members of the faculty. The president lays down certain principles to guide the heads of the dormitories but they themselves are left to work out these principles. Happily, the system works out well and there is no friction between the students and the governing body.

A trip to the school is a revelation to those unacquainted with the work of the state along the line of higher education.

The campus is situated approximately half a mile from the postoffice at Flagstaff. The first building to attract the eye of the newcomer is the administration or main building. It is a large structure, made of brown stone, built on an elevation, rather apart from the rest of the buildings which gives it a commanding position. In this structure are the class rooms, auditorium, president's office, chemical laboratory, manual training rooms, domestic science department, library, and all of various other departments. The visitor is bound to be impressed by the ample facilities in all the departments in this building and the opportunities afforded the student to gather knowledge under the most favorable auspices.

Adjacent to the main building on the right is the boy's dormitory, a building ideally suited for the proper housing of young men and in the rear of this structure is the heating plant which is pronounced by experts to be one of the most complete plants in the state. The next building is another dormitory followed by the dining hall and then the girl's dormitory.

All of these buildings are of stone construction and modern in every respect. All are of more or less uniform design which lends a pleasing aspect when viewed against the beautiful landscape.

The buildings are all at a convenient distance from one another so that they do not give the impression of being crowded. The campus is large, allowing plenty of "elbow room" to the students who can disport themselves during their spare moments in athletics in which they are encouraged by the faculty.

In order that athletics may be conducted along the right lines, an association has been formed known as Northern Arizona Normal School Athletic Association to which both students and members of the faculty are eligible. All forms of athletics are governed by this body and as a result, every student has an opportunity of indulging himself in one or the other branches of healthy outdoor work.

The grounds are equipped with two good basket ball courts, one for women and the other for men. Here the students practice after school hours under the supervision of competent coaches. A number of teams are organized at the beginning of the season so that all who wish to play may be accommodated. From these players, the coaches choose teams to represent the school in match games.

During the preceding season, the basket ball teams have taken trips to the Salt River valley, games being played with the teams of that section. The proposed schedule for 1915 and 1916 includes games with the Valley league, Snowflake, St. Johns

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Sunset Mountain and the Lava Beds



Lake Mary, Nine Miles From Flagstaff